

ORDER



Orders

Order / Rev:	65722
Alt Order #:	9841311 /Brad
Product Desc:	JOE PITTS 4 CONGRESS
Estimate:	
Flight Dates:	10/30/12 - 11/05/12
Original Date / Rev:	10/15/12 / 11/12/12
Order Type:	GENERAL

Primary AE:
Sales Office:
Sales Region:

WHP-TV CBS21
Millennium Washington DC
MNAT
National

Agency

Name:	Murray Perskie & Associates
Buying Contact:	
Billing Contact:	
	741 Alexander Road
	Princeton, NJ 08540

Billing Type:
Billing Calendar:
Billing Cycle:
Agency Commission:

Cash
Broadcast
EOM/EOC
15%

Advertiser

Name:	Pitts/R/Congress
Demographic:	A35+
Product Codes:	US Congress
Priority:	P-3
Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:
Order Separation:
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	11	\$4,770.00	\$4,054.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	11	\$4,770.00	\$4,054.50	0.00
Totals	11	\$4,770.00	\$4,054.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	24%	\$4,770.00
Market	100%	\$19,875.00

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	76%	\$15,105.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WHP	10/30/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	2	\$325.00	P-2	0.00	NM	3	\$405.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type	
1	WHP	10/30/12-11/05/12	M-F 11a-12p	11a-12p	MTWThF----	:30	\$325.00	0.00	NM	
Credited [Credited Spot]										
2	WHP	10/30/12-11/05/12	M-F 11a-12p See MG 1.3, 1.4, 1.5, 1.6 [Due to Political] Due to Political	11a-12p	MTWThF----	:30	\$325.00	0.00	NM	
3	WHP	10/30/12-11/05/12	Sa-Su 11p-1130p News	11p-1130p	-----SaSu	:30	\$325.00	0.00	NM	
(M)	MG	for 1.2 11/05	[MG within Flight]							
4	WHP	10/30/12-11/05/12	Sa-Su LF	11:30 PM-12:30	11:30 PM-12:30	-----SaSu	:30	\$60.00	0.00	NM

Order / Rev: 65722
 Alt Order #: 9841311 /Brad
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: Pitts/R/Congress
 Product Desc: JOE PITTS 4 CONGRESS
 Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WHP	10/30/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	2	\$325.00	P-2	0.00	NM	3	\$405.00
Spot	Ch	Date Range	Description			Start/End Time			Weekdays	Length	Rate	Rtg	Type		
5	WHP	10/30/12-11/05/12	Sa	1230a-130a		1230a-130a			--Sa--	:30	(\$20.00)	0.00	NM		
6	WHP	10/30/12-11/05/12	Su	1230a-130a		1230a-130a			--Su	:30	\$20.00	0.00	NM		
E 2	WHP	10/30/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	MTWTF--	:30	2	\$195.00	P-2	0.00	NM	2	\$390.00
E 3	WHP	10/30/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	2	\$275.00	P-2	0.00	NM	1	\$275.00
Spot	Ch	Date Range	Description			Start/End Time			Weekdays	Length	Rate	Rtg	Type		
2	WHP	10/30/12-11/05/12	M-F 4p-5p			4p-5p			MTWThF----	:30	(\$275.00)	0.00	NM		
E 4	WHP	10/30/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
E 5	WHP	10/30/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	2	\$1,600.00
Spot	Ch	Date Range	Description			Start/End Time			Weekdays	Length	Rate	Rtg	Type		
3	WHP	10/30/12-11/05/12	M-F 730p-8p			730p-8p			MTWThF----	:30	(\$800.00)	0.00	NM		
E 6	WHP	10/30/12	11/05/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	0	\$0.00
Spot	Ch	Date Range	Description			Start/End Time			Weekdays	Length	Rate	Rtg	Type		
1	WHP	10/30/12-11/05/12	Sun Reg 1			7p-8p			-----Su	:30	(\$1,800.00)	0.00	NM		

Totals 11 \$4,770.00